Recession Fuels Full-Price Phobia In UK Shoppers

Monday 29 July, 2013

A fifth of shoppers claim they've changed their spending habits during the recession and now always try to avoid paying full price (21 per cent)
The average consumer has used a discount code seven times in the last month
The average consumer saves £64.87 a month using voucher codes - or £778.44 a year
Savvy women less likely to pay full price than men
New research from VoucherCodes.co.uk[1] reveals that the recession has permanently changed the way UK adults shop as a fifth admit they now always try to avoid paying full price for their purchases (21 per cent).

It seems that the nation is full of discount shoppers as six in 10 consumers (61 per cent) admit they always check for a discount before buying items. The inclination to save is over 10 per cent higher in women (66 per cent) than men (55 per cent) with 41 per cent of women choosing a shop or restaurant that offers a discount over a full-priced competitor, compared with one in three men (36 per cent). Bargain hunters are so eager to ensure they are not paying over the odds, over 5 million Brits2 (5,054,560) even check with shop workers whether their store has any discounts before they spend their hard earned cash.

http://www.vouchercodes.co.uk/ discovered that the average consumer has used a discount code seven times in the last month. The average saving per month through voucher use is £64.87 - amounting to a staggering savings pot of £778.44 a year.

When asked what drives their hunger for discounts, a third of Brits (35 per cent) said they love the satisfaction of knowing they got a good deal, while one in eight (13 per cent) claim using discounts lifts the pressure from making purchases when they feel they should be saving.

The research into consumer shopping attitudes also uncovered the top five products consumers refuse to buy without first looking for, or waiting for, a discount:

1. High ticket electricals e.g. TV (54 per cent)
2. Holidays (36 per cent)
3. Clothes (30 per cent)
4. Books, DVDs etc (29 per cent)
5. Theatre tickets or visiting attractions (22 per cent)

Duncan Jennings, co-founder of VoucherCodes.co.uk comments: "Spending habits have now changed irreversibly for a lot of UK adults who've been forced to make cut backs wherever they can and many have now learnt that paying full price for everything just isn't necessary.

"By making a habit out of using discounts and voucher codes, shoppers can really make their money go further without scrimping on the quality of purchases. Checking online for codes before buying anything can help consumers reign in finances without any hassle and those yet to do so will soon discover how much they stand to save."

- Ends -

Notes to Editors:

1. Research of 2000 Britons aged over 18yrs was carried out by One Poll on 28th - 30th June 2013.
2. 8% of the nationally representative sample responded that they ask shop workers if their store has any discounts before making purchases. Latest figure from the census states the UK population is 63, 182, 000. 8% would then be 5,054,560.

For more information please contact:

Lisa Elliott
Lansons Communications
T; 020 7294 3679
E: Lisae@lansons.com

Nithiya Gnanathas

Related Sectors:

Business & Finance :: Retail & Fashion ::

Related Keywords:

Voucher Codes ::

Scan Me:

Lansons Communications
T: 020 7566 9716
E: NithiyaG@lansons.com

Duncan Skehens
Senior PR Manager
VoucherCodes.co.uk
T: 020 3597 7495
E: duncan.s@VoucherCodes.co.uk

About VoucherCodes.co.uk:

VoucherCodes.co.uk brings together the best voucher codes, 2-for-1 restaurant vouchers, printable vouchers, deals and sales for hundreds of leading online stores to help save you more money.

VoucherCodes.co.uk works with the UK's favourite retailers and restaurants covering every imaginable product and service, so no matter what our customers are looking for we're sure to have a great voucher code to help save them money.

Over 6 million smart money savers subscribe to our weekly newsletter. Sent out every Tuesday morning, it brings together a handpicked selection of the twenty best voucher codes packed with exclusive codes for a huge range of stores and activities.

Company Contact:

_

Rocket Pop PR

E. rocketpoppr@outlook.com

Additional Contact(s):
Jean Matthews
Samantha Jones

Beehive Mill
Jersey Street
Manchester
M4 6AY

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.rocket-pop-pr.pressat.co.uk